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Merit Outdates Conventional Low Tar Cigarettes.

'Enriched Flavor' technology matches taste of cigarettes having 60% more tar.

There is a way to pack flavor—incredible flavor—into a cigarette without boosting tar.

That's the report on MERIT and the remarkable breakthrough called 'Enriched Flavor' tobacco.

Tobacco that for the first time delivers flavor you wouldn't expect in a low tar cigarette.

MERIT and MERIT 100's were packed with this special tobacco. And taste-tested among thousands of smokers like yourself.

If you smoke, you'll be interested.

Taste-Test Proof

MERIT and MERIT 100's were tested against a number of higher tar brands. The results proved conclusively that 'Enriched Flavor' tobacco does boost taste without the usual increase in tar.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar than MERIT.

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

LOW TAR-'ENRICHED FLAVOR'

Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Dec. '76
100's: 12 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined *That Cigarette Smoking Is Dangerous to Your Health.*

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MERIT

Kings & 100's

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